

California Rice Commission

Notice of Meeting & Agenda

International Marketing & Promotion Committee
1:00 p.m., Tuesday, July 26, 2006
Yuba-Sutter Farm Bureau.
475 N. Palora, Yuba City, CA

Agenda item

- I. Administration
 - A. Roll Call
 - B. Call to Order
- II. Approval of Minutes
- III. 2005/06 Program of Work Updates (Brief update of current programs)
 - A. #C-1 Monitor Trade Policy Negotiations (\$0)
 - i. WTO Update
 - ii. USARF Technical Meeting Summary
 - B. #C-3 Respond to key industry tours and requests for information (\$10,000)
 - i. Update
 - C. #C-2 CA origin mark and USARF promotions (\$88,500)
 - i. Trademark Management Review
 - a) Review Trademark Guide Contents
 - b) Review and Approve Priority Markets
 - c) Review Proposed Protocol for Agreement Distribution & Trademark Selection in Unregistered Areas
 - d) Discussion and Approval of Protocol
- IV. MRL's
 - A. Review Existing Trade and Internal California Pesticide Lists
- V. 2006/07 Proposed Program of Work
 - A. Review Approved Program of Work
 - B. Amend Program of Work as needed (Trademarks)
 - i. Trademarks
 - ii. SBS Testing
- VI. USA Rice Evaluation
 - A. Review
 - B. Recommendation
- VII. Issues and Scheduling for Next Meeting
 - A. Scheduling of future meetings
- VIII. Adjourn

All agenda items subject to discussion and possible action.